

“Miffy Story Time Collection” Comes to Yoto’s Audio Platform

19 New Stories Following the Adventures of the Globally Beloved Bunny Featuring Bespoke Musical Accompaniment Now Available in Yoto Card Format



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New York, NY (Nov. 14, 2024) – Yoto, the interactive audio platform for kids and creator of the critically acclaimed and award-winning Yoto Player and Yoto Mini, today announced the addition of “Miffy Story Time Collection” to its content library. The 19 stories follow the charming white bunny, Miffy, through her endearing and timeless adventures.

Created almost 70 years ago by Dutch artist Dick Bruna, Miffy explores themes of family, friendship, and self-discovery, all while captivating audiences through her iconic minimalist design and playful curiosity. Since then, the Miffy books have garnered international recognition from children and adults alike, and have sold more than 85 million copies in over 50 languages.

Miffy debuts on Yoto's platform in an original audio format produced by Yoto, marking the first collaboration between Yoto and Mercis bv. Her everyday adventures are chronicled in beloved tales such as "Miffy at the Zoo" and "Miffy's Bicycle". Hannah Melbourn's storytelling instils a sense of calm and safety in children, while also imparting valuable principles. Enriching both the narration and listener experience, the "Miffy Story Time Collection" card features a bespoke score – Yoto's first-ever – composed by notable children's entertainment composer, Louie Taylor, and conducted and performed live by the Northern Film Orchestra in Manchester, UK.

"Miffy's optimistic outlook on life and willingness to try new things make her the perfect guide for introducing young listeners to important life lessons. We're thrilled to partner with Mercis bv to share her timeless wonder with Yoto families," said Harriet Blackamore, Senior Audio Producer at Yoto. "With a beautiful, original score as the backdrop, these tender stories are sure to enchant a new generation."

"Miffy has been a source of comfort to children and their parents ever since Dick Bruna first told the bedtime story following a little white bunny to his eldest son in 1955," said Jackie DeMaio, Senior Licensing Director at Miffy's North American licensing agent, The Joester Loria Group. "We are delighted that Yoto is bringing Miffy's stories to life in a different way almost 70 years later."

The collection of stories will be available for purchase as a Yoto card pack on November 14th for \$9.99 and is suitable for listeners aged 3-8. The collection is 38 minutes in length, and stories include:

- Miffy
- Miffy at the Zoo
- Miffy in the Snow
- Miffy at the Seaside
- Miffy Goes Flying
- Miffy's Birthday
- Miffy at the Playground

- Miffy's Bicycle
- Miffy at School
- Miffy Goes to Stay
- Miffy is Crying
- Miffy in the Tent
- Miffy at the Gallery
- Miffy and Melanie
- Miffy the Fairy
- Miffy and the New Baby
- Miffy's Garden
- Queen Miffy
- Miffy is Naughty

The Yoto Player and Yoto Mini (2024 Edition) are available to purchase for \$99.99 and \$69.99, respectively. For more information about the Players, and additional offerings, please visit www.yotoplay.com.

About Yoto

Yoto is an interactive audio platform for kids. Yoto offers a catalog of stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players – the Yoto Player and the Yoto Mini – put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. The very first Yoto Player launched on Kickstarter, then promptly sold out in 2019. The second generation Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini – the portable audio player – launched in late 2021.

Now available worldwide, Yoto have won awards and accolades from critics, parents and children alike. Yoto Mini was named as a winner in Good Housekeeping's 2022 Parenting Awards, TIME Magazine named Yoto Player one of the Best Inventions of 2020, and Yoto Mini won a prestigious D&AD Pencil in 2022. Yoto's platform features both award-winning original

content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Sony, Disney, Roald Dahl Story Company, HarperCollins, Hachette, Viacom, Bonnier and Scholastic.

About Mercis bv

Miffy was “born” on June 21, 1955, when Dutch artist Dick Bruna first drew the character to entertain his young son whilst on a rainy seaside holiday in Holland. The series of picture books which followed used simple illustrations and rhyming text to explore the universal experiences of childhood, earning Bruna international critical acclaim as an author and artist. The Miffy books have sold more than 85 million copies and have been published in more than 50 languages. Merchandise is sold across five continents, there are several musicals, a Miffy movie and a TV series. Mercis bv is the worldwide rights owner and licensor for Miffy.

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